

# **AMS NEWS RELEASE**

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## **USDA ANNOUNCES SECOND YEAR OF FARMERS MARKET PROMOTION PROGRAM GRANTS**

WASHINGTON, Feb. 28, 2007 – Agriculture Secretary Mike Johanns announced USDA's Agricultural Marketing Service (AMS) is accepting applications for competitive grants targeted to helping increase consumption of agricultural commodities by expanding direct producer-to-consumer market opportunities. This is the second year of the grant program, the Farmers Market Promotion Program (FMPP), which is certified under the recently authorized amendment to the Farmer-to-Consumer Direct Marketing Act of 1976.

The primary objective of FMPP grants is to help eligible entities improve and expand domestic farmers markets, roadside stands, community-supported agriculture programs, and other direct producer-to-consumer market opportunities. Agricultural cooperatives, local governments, nonprofit corporations, public benefit corporations, economic development corporations, regional farmers' market authorities, and other entities as the Secretary may designate are eligible for FMPP funds.

Approximately \$1 million has been allocated for the FMPP program, with a maximum of \$75,000 for any one proposal. Matching funds are not required.

"Last year the Farmers Market Promotion Program proved to be a great success, helping support 20 projects across the country," said AMS Administrator Lloyd Day. "The benefits of direct-to-consumer marketing are two-fold -- giving consumers fresh, affordable, convenient and healthy products while helping our farmers supplement their income."

Information on how to apply for a grant was published in the Feb. 27, 2007, issue of the Federal Register, and is posted on the AMS website at <http://www.ams.usda.gov/FMPP>. Applications and proposals must be received by AMS no later than close of business on April 13, 2007. Applications received after April 13, 2007, will not be considered.

For more information contact Errol R. Bragg, Associate Deputy Administrator, Marketing Services Branch, Transportation and Marketing Programs, AMS by: mail to Room 2646-South, STOP 0269, 1400 Independence Ave., SW, Washington, D.C. 20250; phone 202/720-8317; fax 202/690-0031; or e-mail to [USDAFMPP@usda.gov](mailto:USDAFMPP@usda.gov).